

COWBOYS Stadium SCOREBOARD

Vol. 3 Issue 1 • January 2008

THE FRAMING OF A NEW STADIUM

This quarter, we move inside the new Cowboys Stadium where locker rooms, suites and escalators are taking shape, and the tunnel is being constructed. You can now see the formation of clubs, offices, equipment rooms, and exactly where team retail stores will be located.

With the second free-standing steel arch nearly up, workers are busy framing suites, constructing elevators, escalators, steps, and two plaza areas where fans will be allowed to congregate. The tunnel entrance at Randol Mill Road, the place where many spectators will get their very first inside glimpse of the stadium, is slated for a March completion.

And what will most likely define this massive sports complex is now coming together,

piece by piece, pane by pane. If you've been watching the construction come together, what's now inching into view is the double-paned glass that will wrap around the entire stadium, beginning on the southwest side of the stadium and moving counterclockwise.

With construction of the retractable roof and limestone around the base of the structure, there's no wonder that Blue Star Development Construction Manager Jack Hill is calling 2008 "a banner year" for stadium progress.

Read more inside.

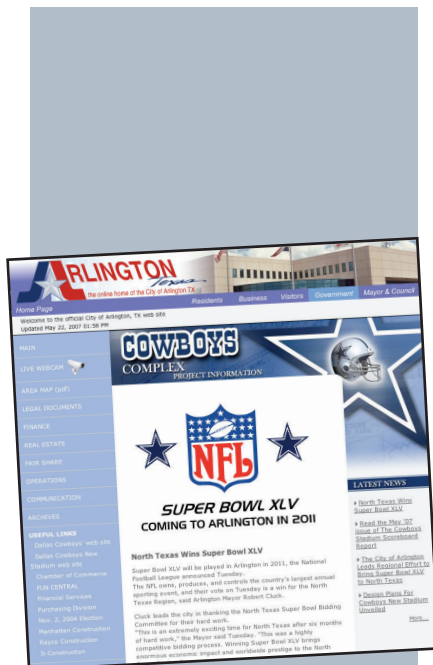


*Silver level
lounge*



The Stadium Scoreboard chronicles the progress of the Cowboys Complex Development Project from bond sale to kick off. This quarterly publication is produced by the City of Arlington especially for the taxpayers of Arlington.





Interested in the new Cowboys Stadium?

View the construction by accessing the webcam on the City of Arlington website at www.arlingtontx.gov/cowboys.

The Cowboys web page also contains news about Super Bowl XLV to be played in Arlington in 2011. Connect with the website and stay informed. ☆

Framing of New Stadium *continued*

Glass will circle entire structure

Imagine, for a moment, how much glass will adorn the stadium once finished. Approximately 2,600 pieces of glass eight-feet in width and between three and five-feet in height with a weight of seven-and-one-half pounds per foot will enclose the south side of the structure. This process is so intricate that Hill thinks it will take about three-and-one-half months to complete each side.

The first section of glass has already started to come into view along the base of the structure. It's called fritted glass, which is a technical term for the glass' coating

being ceramic. This merely means that the coating is denser at the base of the building, and as the glass reaches the top, it becomes more translucent, allowing more light to be transmitted through it.

Here's why the glass exterior is a significant milestone: it not only represents the stadium's modern, sleek look but will play a large part in the aesthetic comfort of the millions of fans who will use the stadium on game days.

From the stadium-goers point of view, this will make football games and other events feel "light and airy."

"The glass right below the roof is clear glass, and what that will do is allow a lot of natural sunlight to come into the stadium," Hill says.

Each pane of glass is an inch thick and insulated for energy efficiency. There's 173,000 square feet of fritted glass. Once completed, the stadium will showcase over 5,000 glass panes weighing over a million pounds.



Southwest corner with glass.



Glass on the southwest side.

Inside of stadium coming into view

As the glass goes up outside, structures are taking shape inside. The 300 suites, scattered on four different levels, are being framed, which means it's now easy to see what they will be: the shape, the size, where the doors will be, even where the restrooms will be located. Each suite will display retractable glass, too, allowing the suite owners to open up the entire front of their spaces.

Even more suites will be on the field level. Those suites haven't been framed, and won't be, until the lower seating bowl is completed.

Many of the 22 escalators spread out throughout the stadium have already been built while one of the 18 elevators (currently used as a service elevator) is already up and running. Stairs and staircases on the south side of the stadium

continued on page 3



Silver Level suite with retractable glass.



Framing of New Stadium *continued*

have also been put in place, giving stadium workers time to concentrate on the north side of the structure.

As for construction of the 208 foot long tunnel and ramp system leading into the stadium from Randol Mill Road, it is expected to be completed by March 1. This is an important stadium addition partly because it's the underground entrance that will serve as both a place where customers enter and as a large play area where fans have a game-level view of the field. Call it the stadium's meet-and-greet area.

"We're working diligently on the designs for the two plazas," says Hill. "These two plazas are important because they are open spaces where you'll see general admission fans coming through to get to their seats. So from a design perspective, we're trying to figure out what those plazas

will ultimately look like. We want it to really be active with a lot of people there and a lot of events taking place on game day."

If you were to stroll into the stadium today, you'd be able to figure out just where the team retail stores will be, where concession and food areas will be located, and where restrooms will be placed. From the field level, you can see the formation of field-level suites, offices, the locker rooms, the equipment room, the referees' locker room, and where the underground parking will hold roughly 100 cars.

You can also see the formation of the eight clubs located on the various levels. This represents 200,000 square feet of club space for suite owners.

North side arch.



North side arch from northeast corner.



Second Arch nears completion

One of the upcoming milestones will no doubt be the completion of the 3,255 ton, 300 foot tall arch on the north side of the stadium structure. Hill figures the end of March as a logical completion date.

Once the arch is done, workers can turn their attention to another eye-catching element to the new Cowboys Stadium: the scoreboard. It's not just any scoreboard, but one that will weigh 600 tons, measure 70 feet in height, and stretch 160 feet between the 20 yard lines.

Technically, the arches will be vital to operating the retractable roof.

Untechnically, it will be great for bragging rights. Once in place, it will be the first center-mounted, state-of-the-art scoreboard of any National Football League stadium.

"Once we get that up," says Hill, "it's going to be a sight." ☆

Keeping Score

23

Number of miles if all the pieces of glass were placed end to end

50

Percent of the project completed to date

5,000

Panes of glass will eventually surround the stadium

1 million

Total pounds of glass used

60

Percent of north side arch completed

22

Number of escalators in the stadium

18

Number of elevators in the stadium

200,000

Square footage of club space for suites

With 50 percent of the construction complete, the Cowboys Stadium remains on schedule for an August 2009 opening. To date, project costs have reached \$455,144,886. Arlington has committed a total of \$325 million. The City's portion of the total expenses to date is \$226,049,306. The costs are paid out of a trust jointly controlled by the City of Arlington and the Cowboys.



Photo gallery

November 2007

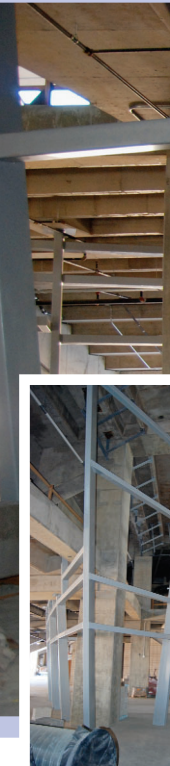
**View of the
field from the
upper bowl.**



November 2007



Upper bowl seating (view towards the northwest).



**Team store
at main
concourse.**





December 2007

This photo gallery captures this quarter's construction milestones.

Photography courtesy of the City of Arlington and the Dallas Cowboys.

Southside arch. ▲



January, 2008

Tunnel entrance from Randol Mill Rd. ▼



Stairs from the main concourse to mid-level. ▲



ONE on one

Smith Interiors Construction



Doug Smith is owner and president of Smith Interiors Construction, LLP.

By the Numbers:

Minority and Women Owned Business Enterprises

(as of January 15, 2008)

78 - Number of minority and women owned enterprises with contracts

\$82 million - Dollars paid to minority and women-owned enterprises of the total million in contract dollars paid

31 - Arlington and Tarrant County minority and women-owned business enterprises with contracts

A Spotlight on a Minority-Owned Enterprise

Doug Smith started 2008 with a successful small business enterprise and a construction contract at the \$1 billion Cowboys Stadium. Smith is owner and president of Smith Interiors Construction, LLP of Arlington, specializing in commercial drywall insulation, ceilings and finish-out.

As part of his contract at the Cowboys Stadium, Smith's company will install metal studs and exterior partition walls on the Mezzanine Level and electrical rooms.

Smith is active in the construction industry, serving on the board of directors of the Drywall and Acoustical Contractors Association. He is a founding member of the African-American Chamber of Commerce of Arlington and a charter member of the Black Contractors Association. In 2006, he earned a Quest for Success Award from the Dallas Black Chamber of Commerce. He is a member of the Arlington Chamber of Commerce and is certified by the North Central Texas Regional Certification Agency as a minority-owned enterprise.

Over the past 25 years, Smith has worked with general contractors and large sub contractors on some of the Metroplex's most significant development projects. The American Airlines Center, DFW International Airport, Gaylord Texan, UT-Arlington Activity Center, and the Omni Hotel in Fort Worth are some of his most recent projects.

His philosophy: "Every job is a self portrait of the person who did it." These words are mounted in a workroom within his north Arlington office complex, along with several Norman Rockwell paintings.

"Norman Rockwell portrays my era and my strong ethics and philosophy for wholesome family and community," Smith said.

Born into construction, Smith worked along-



Smith studies Stadium construction plans before visiting the job site.

side his dad in his Ohio construction company as early as age 10. He learned carpentry, framing and cement skills from his dad and uncle.

After six years in the U.S. Navy and stints in private sector management, Smith never forgot the success he enjoyed in construction. In 1983, he started his own construction company. His wife, Vicki, is a co-owner and vice president.

"People who are in this business are successful because they're doing what they love," he said. "Many of us are born into construction, and our past is connected to it. We're dedicated to doing our best and seeing the end result."

Learn more about Smith Interiors located at 611 Houston Street. Visit their website at www.smith-interiors.com or call 817.275.9188. ☆

Coming Next Quarter:

Sally Walker is the owner of Blue Star Electric, LLC, a woman-owned firm based in Arlington, providing electrical material and equipment at the new Cowboys Stadium. Read about her company's success in the next Stadium Scoreboard Report.



THE Boys

Community Quarterback Named

Arlington resident James Buffington was recently named the 2007 Dallas Cowboys Community Quarterback for his many volunteer efforts with Bridges to Life – a non-profit organization working with Texas prisons to rehabilitate inmates and encourage more positive life choices following incarceration. The Cowboys Community Quarterback Award, now in its eighth year, is a volunteer recognition and grant program which identifies volunteers working to better the DFW community.

“There are so many volunteers at Bridges to Life that have been doing this longer than I,” said Buffington. “I am thankful to the Cowboys for this award and thrilled to be a part of Bridges to Life’s mission to transform the tragedy of being a victim of crime into a healing process for both the victims and offenders.”

Buffington’s exposure to the criminal justice system began at age 12 when his mother was murdered by his father. As the child of both a crime victim and a crime offender, Buffington saw first-hand the effects of a heinous crime. Using his experience as a platform, he now spends time with crime victims, helping them

through the healing process and speaks to offenders in an effort to put a face to the crime committed.

A panel composed of Calvin Hill - former Cowboys player, Babe Laufenberg - KTVT-CBS 11, Newy Scruggs - KXAS-NBC 5, Brad Sham and Kristi Scales - Cowboys Radio, Gene Jones - Cowboys Charities, and Charlotte Anderson - Cowboys Executive Vice President selected Buffington as this year’s award recipient. For this honor, Buffington received a \$10,000 grant from Gene and Jerry Jones Family Charities donated in his name to Bridges to Life ☆



Babe Laufenberg, Newy Scruggs, Brad Sham, Charlotte Anderson, James Buffington, Connie Hilton (Bridges to Life), Calvin Hill, Kristi Scales, Rowdy

Dallas Cowboys Preview Center

Just after Thanksgiving the Dallas Cowboys opened their Preview Center on the south-east corner of Collins and Randol Mill Road in the former Bank of America building. Over the next 18 months, as the team reaches out to its current and new season ticket holders, this building will be home to the club’s ticket sales efforts.

The Preview Center has been designed to sell the entire array of ticket options to fans, from suites to club seats to general admission tickets. The building houses a full-size suite mock up including a seating tub and kitchen area. In addition, the Preview Center has a small theater room and stadium model with an open roof for viewing the seating bowl.

Visits to the preview center are by appointment only.

The ticket sales program will be conducted in several phases. Currently, the Preview Center sales team is meeting individually with all 55,000 season ticket holders. Phase One of the ticket sales program involves the stadium’s new Club Seat program. Current Texas Stadium season ticket holders whose seats fall in the lower bowl between the

goal lines were contacted in November to begin the seat relocation process. Beginning in late February, the team will move to Phase Two of the process when current season ticket holders in the upper bowl will have their shot at tickets.

Fans not currently season ticket holders but interested in learning more can go to www.dallascowboys.com/newStadiumList.cfm for information on the waiting list and the opportunity to sign up online.

To execute this plan, the Cowboys have put a staff of 53 sales associates and customer service representatives in place in Arlington to assist with the one-on-one sales efforts. With 80,000 seats to sell in the next year and a half, the Preview Center will be a hub of activity in the heart of the Arlington Entertainment District ☆



END Zone

Roadway Construction and Utility Improvements Support Development



The Cowboys Stadium Scoreboard is a quarterly publication published by the Cowboys Stadium Working Group.

This quarter, more dirt is being moved in the Interstate 30 Corridor as contractors continue to pave the way for roadway and utility improvements around the Cowboys Stadium.

The demolition of the Old Turnpike Bridge was completed in December and signals the transformation for many Arlington roadways in the Entertainment District.

Watch for roadway construction on I-30 (Tom Landry Freeway), Copeland Road, Randol Mill Road, Ballpark Way, Wet n Wild Way, and the extension of Road to Six Flags. Drainage and utility upgrades to support development are also underway as part of \$164 million in improvements.

Expect dirt hauling activities to continue through February as Road to Six Flags is extended adjacent to the north side of the Texas Rangers Ballpark. When completed, the new Road to Six Flags will have four lanes in each direction. Plan ahead, observe traffic control signage and follow detours.

For more information about roadway improvement projects planned in the Entertainment District, call the City of Arlington Department of Public Works at 817.459.6550 or visit the City of Arlington website at www.ArlingtonTx.gov keyword search Entertainment District. ☆



Construction on new Center Street Bridge

Did you know?

The City of Arlington, Arlington Convention and Visitors Bureau, Texas Department of Transportation and contractors are working together to inform the traveling public about the latest roadway developments in the Entertainment District. For the most updated construction information and alternate routes to your destination, call 1-888-DETOUR.



Road to Six Flags construction